

CITY OF LINCOLN

ECONOMIC DEVELOPMENT MANAGER

<i>Class specifications are only intended to present a descriptive summary of the range of duties and responsibilities associated with specified positions. Therefore, specifications <u>may not include all</u> duties performed by individuals within a classification. In addition, specifications are intended to outline the <u>minimum</u> qualifications necessary for entry into the class and do not necessarily convey the qualifications of incumbents within the position.</i>
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DEFINITION:

Under general direction, manages the economic development functions of the City; plans, organizes and promotes business opportunities within the City emphasizing retention and expansion of current businesses and recruitment and attraction of new businesses and industries; manages and coordinates the preparation of grant applications; acts as liaison between the City, City businesses, and represents the City on regional economic development and community organizations, and performs other related duties as required.

DISTINGUISHING CHARACTERISTICS:

The **Economic Development Manager** is the management level class responsible for the City's economic development programs. This class is distinguished from the next higher class of Community Development Director in that the latter has overall responsibility for administering the City's operations.

SUPERVISION RECEIVED/EXERCISED:

Receives general direction from the City Manager and/or Community Development Director. May exercise direct supervision over assigned staff and consultants.

ESSENTIAL FUNCTIONS: *(include but are not limited to the following)*

- Facilitates development of new and existing business and business districts in the City; obtain and coordinate grants; maximizes the efficiency and effectiveness of the City's economic development program through retention and expansion of current businesses while attracting new business opportunities to the City.
- Develops short and long range economic development plans and goals; gathers, interprets, and prepares data for studies, reports, and recommendations; monitors work flow; reviews and evaluates work products, methods and procedures.
- Plans, organizes, directs, and coordinates activities related to land acquisition, project planning, development, and management.
- Negotiates disposition and development agreements, owner participation agreements, and contracts with developers working on projects within the City.
- Conducts research studies and prepares statistical reports and recommendations for drafting or revising local legislation, plans, trends, socioeconomic data pertaining to economic development; presents recommendations to City Council, commissions, committees, community groups, and other

City departments; writes press releases and articles for staff and Council dissemination.

- Acts as staff liaison to the Economic Development Committee; sits on community organizations and City related committees.
- Develops and maintains a comprehensive inventory of available buildings and sites in the community for economic development purposes and distributes to perspective economic development clientele as requested; encourages the retention, expansion and attraction of new businesses to the community; works with developers, consultants and the business community to identify and develop programs and projects that further economic investment.
- Coordinates and manages professional service contracts pertaining to economic development.
- Prepares annual budgets related to economic development programs and operations; participates in the forecast of additional funds needed for staffing, equipment, materials and supplies; administers approved budget.
- Coordinates and manages real estate transactions.
- Creates marketing plans and outreach efforts for attraction, retention, and expansion of businesses.
- Recommends and investigates ways to obtain grants, loans, and other procurement of funds for the development of business.
- Maintains the economic development pages of the City's website.
- Serves as a liaison between the local government and the chamber of commerce, merchants' associations, economic development districts, and other public, private, or nonprofit groups and associations interested in economic development.
- Monitors local, state, and federal legislations and regulations relating to economic development; reports findings and trends.
- Coordinates special projects to enhance the community.
- Establishes positive working relationships with representatives of community organizations, state/local agencies, City management and staff and the public.
- Performs related duties as assigned.

PHYSICAL, MENTAL AND ENVIRONMENTAL WORKING CONDITIONS:

Position requires prolonged sitting, standing, walking, reaching, twisting, turning, kneeling, bending, squatting and stooping in the performance of daily activities. The position also requires grasping, repetitive hand movement and fine coordination in preparing reports using a computer keyboard. Additionally, the position requires near and far vision in reading written reports and work related documents. Acute hearing is required when providing phone and personal service. Additionally, the

incumbent in this position may work in all weather conditions including wet, hot and cold. The need to lift, drag and push files, paper and documents weighing up to 25 pounds also is required.

QUALIFICATIONS: *(The following are minimal qualifications necessary for entry into the classification.)*

Education and/or Experience:

To possess the equivalent of five years of directly related economic development experience and a bachelor's degree in economic development, economics, marketing, business or public administration, or similar field. A master's degree is highly desirable.

License/Certificate:

Possession of, or ability to obtain, a valid class C California driver's license.

KNOWLEDGE/ABILITIES/SKILLS: *(The following are a representative sample of the KSA's necessary to perform essential duties of the position.)*

Knowledge of:

Principles and practices of business and economic development; methods and programs for financing; grant administration and writing; principles and practices of planning programs and processes; marketing and public relation techniques; municipal zoning and infrastructure; advertising layout and design; applicable federal, state and local laws, codes and regulations; basic principles of mathematics; methods and techniques of scheduling work assignments; standard office procedures, practices and equipment; modern office equipment including a computer and applicable software; methods and techniques for record keeping and report preparation and writing; proper English, spelling and grammar; occupational hazards and standard safety practices.

Ability to:

Participate in a variety of tasks relating to economic development; make public presentations; prepare and package applications and requests for economic development financial assistance; support City financing methods and programs; implement, explain and apply applicable laws, codes and regulations; prioritize work assigned to staff; read, interpret and record data accurately; organize, prioritize and follow-up on work assignments; work independently and as part of a team; make sound decisions within established guidelines; analyze complex issues, and develop and implement oral and written responses; follow directions; observe safety principles and work in a safe manner; communicate clearly and concisely, both orally and in writing; establish and maintain effective working relationships.

Skill to:

Operate an office computer and a variety of word processing and software applications.

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Salary Range:	Mid-Management/Confidential
FLSA:	Exempt
Employee Group:	Mid-Management/Confidential
Adopted:	